

Crossroads Redevelopment Project Area FACT SHEET



The City of San Diego's 1,031-acre Crossroads Redevelopment Project Area and the associated Redevelopment Plan were established by the City Council on May 6, 2003. The Project Area is located close to the Redevelopment Agency's City Heights, College Grove, and College Area redevelopment project areas, as well as to the redevelopment project areas of the cities of Lemon Grove and La Mesa. The Project Area also enjoys close proximity to San Diego State University, the College Grove Shopping Center, and the Joan Kroc Center, a 12-acre family support, education, recreation, and cultural arts facility.

The establishment of the Crossroads Redevelopment Project Area affords the community and Redevelopment Agency certain resources and tools to improve economic and physical conditions and implement the adopted community plans for the College Area and Mid-City Communities. In addition, redevelopment works in conjunction with other economic development tools, resources, and organizations (such as business improvement districts and regional enterprise zones) to implement commercial and residential rehabilitation projects, business retention and growth programs, capital projects, community beautification, and more.

Development Objectives

- Economic growth enhancement
- Infrastructure improvement
- Expansion of employment and recreational opportunities
- Preservation and expansion of housing
- Retention and expansion of existing neighborhood supporting businesses within the Project Area
- Improve physical conditions that exist in the above focus areas and to have a positive impact on the adjoining single-family neighborhoods.
- Excludes single-family zone and designated property within the Project Area from eminent domain (i.e., a taking).

Redevelopment Incentives:

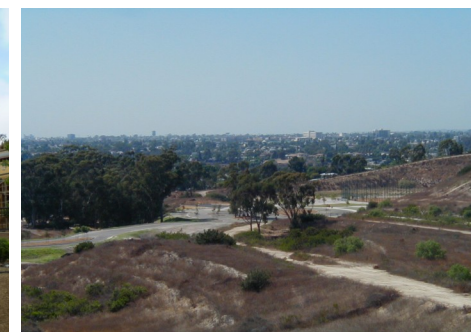
- Off-site improvements
- Housing programs (Residential)
- Façade Program (Commercial)
- Special public/private financing opportunities

Area Demographics:

Total population	140,860
Percent of population in labor force*	38.5%
Total housing units	44,524
Median housing value*+	\$150,075
Media household income+	\$33,021

Source: SANDAG Data Warehouse. Current estimates as of August 2009. Note that this data is a compilation of data for the City Heights, College Area, and Eastern Area community planning areas.

*Based on 2000 Census data.
+Average of median from each area.





Crossroads Redevelopment Project Area

Focus Areas of Redevelopment Plan:

- El Cajon Boulevard
- University Avenue
- Streamview Drive
- College Avenue
- Chollas Triangle (Chollas Parkway, 54th Street & University Ave)
- Chollas Creek Neighborhood
- Fox Canyon Neighborhood
- Develop the Resource Based Parkland at North and South Chollas.



Overlapping Programs:

College Area Business Improvement District (BID):

This organization engages in small business promotion, beautification, retention, and expansion. The BID provides the business area with the resources to develop marketing campaigns, increase awareness and lobbying efforts, secure additional funding for public improvements and beautification projects in partnership with the City, and host community events.

Contact: College Area BID, (619) 582-1093

College Heights Enhanced Maintenance Assessment District (EMAD): Property owners within the MAD may vote to assess themselves to pay and receive special street and open space maintenance, such as landscaped medians, streetlights, signage, litter removal, and various capital improvement projects.

Contact: Economic Development Division, (619) 236-6700

San Diego Regional Enterprise Zone: Portions of the Crossroads Redevelopment Project are located in an Enterprise Zone, a geographically designated, economically depressed area in which businesses can receive several state tax breaks and other benefits. The major benefits of the Enterprise Zone Program are the tax savings on California business income taxes. These tax savings include Sales or Use Tax Credit, Hiring Credits, Equipment sales or use tax credits, Business Expense Deductions, Net Interest Deduction for Lenders, and Employee Tax Credits.

Contact: www.sandiegoregionalez.org

Completed Project:

El Cajon Medians: This \$2,340,000 project (completed June 2008) reconstructed raised medians and installed decorative stamped concrete, irrigation, and landscaping, along El Cajon Boulevard from 54th Street to 73rd Street. The project also included the installation of two community area signs within the medians. The water services and supply conduits were installed as part of a previous improvement project. The ongoing maintenance of the landscaping will be provided by the College Heights Enhanced Maintenance Assessment District.



Highlights of Current/Future Projects:

Village Green Apartments: The Redevelopment Agency is assisting with the acquisition and rehabilitation of a 94-unit apartment complex for households at or below 60% of the Area Median Income. The project will also upgrade the laundry facilities, improve the outdoor children's play area, remodel a community room with solar power, resurface the parking spaces, and improve the landscaping. Approximately \$2.4 million of the Redevelopment Agency's \$5.8 million assistance will use Crossroads Redevelopment Project funds.

Enhanced Code Enforcement: The Redevelopment Agency has entered into a Memorandum of Understanding with the City of San Diego's Neighborhood Code Compliance Division to conduct enhanced code enforcement efforts in the Crossroads Redevelopment Project Area. Efforts primarily focus on, but are not limited to, addressing minor and complicated building code violations and monitoring multi-family housing and retail/commercial areas for violations related to parking lots and tenant improvements.

Streetlight and Sidewalk Improvements: The Redevelopment Agency is coordinating with the City of San Diego to fund the design and installation of additional streetlights along El Cajon Boulevard, University Avenue, and Streamview Drive, as well the installation and/or repair of sidewalks along vital right-of-ways. The new streetlights and sidewalks will create a safe, walkable environment for residents, visitors, and merchants, and help generate economic vitality and remove blight from vital commercial/transit corridors.

North Chollas Park Multi-Purpose Building: The Redevelopment Agency is coordinating with the City of San Diego Park and Recreation Department to construct a multi-purpose building in North Chollas Park. The building will provide restrooms and areas for storage and concessions at a popular community space.

Storefront Improvement Program (SIP): Property and business owners in the Crossroads Redevelopment Project Area will be able to improve the façades of their properties with assistance from the Redevelopment Agency. The program will make forgivable loans available to business or property owners as an incentive to improve storefronts consistent with design standards for the surrounding commercial area.

Housing Enhancement Loan Program (HELP): This program is designed to provide loans up to \$25,000 for interior and exterior home improvements to owner-occupants of the Crossroads Redevelopment Project Area and designated adjoining areas, whose gross household income is no greater than 100% of the Area Median Income. The program is managed by the San Diego Housing Commission.

Project Area Contact:

Tracy Reed
Redevelopment Project Manager
Tel: (619) 236-6543
E-mail: TReed@sandiego.gov
Web: www.sandiego.gov/redevelopment-agency/crossroads

Crossroads Redevelopment Project Area Committee (PAC)

Meetings: *Fourth Thursday of every month, 6:30pm
College Avenue Baptist Church
Visitor Center Building, 3rd Floor
4747 College Avenue
San Diego, CA 92120
*second Thursday in November & December

Detailed information on project areas, governing documents and agreements, opportunities for public involvement, and redevelopment incentive programs is available on the City of San Diego Redevelopment Agency website: www.sandiego.gov/redevelopment-agency

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The City of San Diego Redevelopment Division
Redevelopment Agency of the City of San Diego & City Planning and Community Investment Department